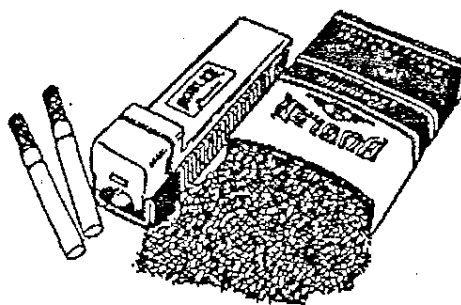


From: Robin F. V. ley
42-20-00**BUGLER**
Premium

PRODUCT INFORMATION

Brand Styles	BUGLER Premium Filter Complete Kit (Regular & Menthol) BUGLER Premium Filter Refill Kit (Regular & Menthol) BUGLER Premium Filter Cigarette Tubes
First Ship Date	September 27, 1994.
Introductory Allowance	<p>\$7.50 per case deducted from invoice on all allocated BUGLER Premium Filter Complete Kits purchased and shipped during the introductory period September 27 - December 31, 1994.</p> <p>\$5 per case deducted from invoice on all BUGLER Premium Filter Refill Kits and BUGLER Premium Filter Cigarette Tubes purchased and shipped during the introductory period September 27 - December 31, 1994.</p>
Introductory Terms	3.25% - 30-day terms on all purchases of BUGLER Premium Filter Complete Kits, BUGLER Premium Filter Refill Kits and BUGLER Premium Filter Cigarette Tubes purchased and shipped during the introductory period September 27 - December 31, 1994.
Regular Terms	3.25% - 14-day terms will apply to all BUGLER Premium Filter Complete Kits, BUGLER Premium Filter Refill Kits and BUGLER Premium Filter Cigarette Tubes purchased and shipped after the introductory period.
EFT Terms	4.25% - EFT - Plus Program (two days dating). 4.00% - EFT - Plus Program (seven days dating). 3.25% - EFT - Plus Program (thirty days dating).

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Order Book Information

<u>List Price*</u>	<u>Per Carton</u>	<u>Per Case</u>
BUGLER Premium Filter Complete Kit	\$5.50	\$165.00
BUGLER Premium Filter Refill Kit	\$2.75	\$82.50
BUGLER Premium Filter Cigarette Tubes	\$.71	\$ 71.00

<u>UPC Codes</u>	<u>Regular</u>		<u>Menthol</u>	
	<u>Case**</u>	<u>Carton</u>	<u>Case**</u>	<u>Carton</u>
BUGLER Premium Filter Complete Kit	00572	01572	00577	01577
BUGLER Premium Filter Refill Kit	00573	01573	00578	01578
BUGLER Premium Filter Cigarette Tubes	00576	01576	N/A	N/A

Approximate Case Dimensions

BUGLER Premium Filter Complete Kit	29-7/8" x 13-1/4" x 11-5/8"
BUGLER Premium Filter Refill Kit	21-1/8" x 13-1/4" x 11-5/8"
BUGLER Premium Filter Cigarette Tubes	19-15/16" x 18" x 12-1/4"

Approximate Case Cube

BUGLER Premium Filter Complete Kit	2.66 cubic feet
BUGLER Premium Filter Refill Kit	1.87 cubic feet
BUGLER Premium Filter Cigarette Tubes	2.50 cubic feet

Approximate Case Weight

BUGLER Premium Filter Complete Kit	21.5 lbs.
BUGLER Premium Filter Refill Kit	14.4 lbs.
BUGLER Premium Filter Cigarette Tubes	10.3 lbs.

Case Packing

BUGLER Premium Filter Complete Kit	30 cartons/case
BUGLER Premium Filter Refill Kit	30 cartons/case
BUGLER Premium Filter Cigarette Tubes	100 tubes/carton (100 cartons/case)

*All prices are subject to change.

**Last three/four digits are product order codes.

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BUGLER PREMIUM

BANNER PLACEMENT OPTION

DISPLAY TYPE: PRICE POINTED INDOOR/OUTDOOR BANNER

MAXIMUM NUMBER OF BANNERS PER LOCATION: 1

	<u>*DISTRIBUTOR</u>	<u>**RETAILER</u>
INITIAL BANNER PAYMENT	<u>\$8.00</u>	<u>\$23.04</u>
	\$8.00	\$23.04

*distributor payment is designed for the individual placing DISPLAY and/or BANNER

**retailer payment is based on payment via FREE goods (using refills only) computed at a suggested retail selling price of \$3.84 per refill kit

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BUGLER PREMIUM

SELL-IN

Sell-in the week of:

Sept. 12
Sept. 19
Sept. 26

Delivery the week of:

Oct. 3
Oct. 10
Oct. 17

RETAIL PLACEMENT

For Deliveries made week of:

Oct. 3
Oct. 10
Oct. 17

Retail placements worked:

Oct. 10
Oct. 17
Oct. 24

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BUGLER PREMIUM

display option #1

DISPLAY TYPE: SEMI-PERM BASKET COUNTER DISPLAY

PRODUCT LOAD: 8 COMPLETE KITS, 4 REFILL KITS

MAXIMUM NUMBER OF DISPLAYS PER LOCATION: 3

	<u>*DISTRIBUTOR</u>	<u>**RETAILER</u>
INITIAL DISPLAY PAYMENT (per disp.)	\$0	\$0
FIRST QUARTERLY PAYMENT (per disp.)	\$10.00	\$23.04
SECOND QUARTERLY PAYMENT (per disp.)	<u>\$10.00</u>	<u>\$23.04</u>
	\$20.00	\$46.08

*distributor payment is designed for the individual placing DISPLAY and/or BANNER

**retailer payment is based on payment via FREE goods (using refills only) computed at a suggested retail selling price of \$3.84 per refill kit

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BUGLER PREMIUM

display option #2

DISPLAY TYPE: SEMI-PERM SINGLE WIDE FLOOR DISPLAY

PRODUCT LOAD: 24 COMPLETE KITS, 12 REFILL KITS, 10 BXS.TUBES

MAXIMUM NUMBER OF DISPLAYS PER LOCATION: 2

	<u>*DISTRIBUTOR</u>	<u>**RETAILER</u>
INITIAL DISPLAY PAYMENT (per disp.)	\$12.00	\$23.04
FIRST QUARTERLY PAYMENT (per disp.)	\$15.00	\$38.40
SECOND QUARTERLY PAYMENT (per disp.)	<u>\$15.00</u>	<u>\$38.40</u>
	\$42.00	\$99.84

*distributor payment is designed for the individual placing DISPLAY and/or BANNER

**retailer payment is based on payment via FREE goods (using refills only) computed at a suggested retail selling price of \$3.84 per refill kit

Display Setup - \$10.00 per Single Wide Semi-Perm Display

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THE 16% MICHIGAN STATE EXCISE TAX APPLIES TO THE WHOLESALE LIST PRICE OF THE SHOKING TOBACCO PORTION OF THE OVERALL UNIT PRICE
TO THE NON-TOBACCO COMPONENTS. TO DETERHINE YOUR TOTAL COST, INCLUDING STATE EXCISE TAX, THE FOLLOWING CALCULATION IS NECESSARY:

	UNIT LIST PRICE	NON TOBACCO	TOBACCO ONLY	UNIT TAX
COMPLETE KITS	\$5.50	\$3.46	\$2.04	\$0.33
REFILL KITS	\$2.75 .	\$0.71 .	\$2.04	\$0.33
CIGARETTE TUBES	\$.71	\$.71	-0-	-0-

CUSTOMER INVOICE WILL REFLECT THIS DISTINCTION.

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MICHIGAN

WHOLESALE SUGGESTED PRICE:

	<u>LIST PRICE</u>	<u>PER UNIT WHO. COST*</u>	<u>SUG. PRICE</u>	<u>MARK UP \$</u>	<u>MARK UP %</u>	<u>GROSS MARGIN</u>
COMPLETE KIT	\$5.50	\$5.83	\$6.15	\$0.32	5.42%	5.2%
REFILL KIT	\$2.75	\$3.08	\$3.42	\$0.34	11.07%	9.9%
TUBES	\$0.71	\$0.71	\$0.78	\$0.07	9.37%	8.9%
LOW PRICE CIG.	\$8.49	\$15.99	\$16.77	\$0.78	5.14%	4.7%

RETAIL SUGGESTED PRICE:

	<u>COST TO RETAILER</u>	<u>SUG. SELLING PRICE</u>	<u>MARK UP \$</u>	<u>MARK UP %</u>	<u>GROSS MARGIN</u>
COMPLETE KIT	\$6.15	\$6.55	\$0.40	6.43%	6.1%
REFILL KIT	\$3.42	\$3.84	\$0.42	12.20%	10.9%
TUBES	\$0.78	\$0.93	\$0.15	20.00%	16.1%
LOW PRICE CIG.	\$16.77	\$17.77	\$1.00	5.98%	5.6%

* INCLUDES 16% TOBACCO TAX AND .75/PK. CIGARETTE TAX.

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BUGLER
Premium